

SPORT NOTES

YOUNGSTERS' YEAR
IN SPORTS

New York: Mister Pepper Martin will decide in the recent World Series have set us a thinking. A thinking about what? A thinking, if you must know, about what a very sweet year this has been for young men not so far removed from their rumble-pus and puppy love days. We can't remember to save our lives, a year in which more brain youngsters came bounding from their cradles to sports, to take from rows in the sports hall of fame.

Probably the most sensational of all these unbridled youths was William Vines, the California (copyright), who won just about everything major league ten has had to offer like a Follies girl through a bank account, compile a record the likes of which you and I won't see before we are in the slipper and fire-side department.

Golf offers Tom Creavy, and you've got to take him whether you like him or not. For this is the year old mauler swinger is the national professional champion, and by winning his title collected such household names as Hazen, Armit, Saraceni, and just about any other top notcher you can name. Creavy was so unknown before the championship, that he isn't known yet. What I mean is when people speak of the P. G. A. play they instinctively talk of Hazen and those boys who dominated the field so long. Before his triumph in the professional event, Creavy had never won even so much as the North Side Dakota Public Links crown.

Martin's work in the series while spectacular as a show of meters, cannot begin to compare with the work of Vines and Creavy. Being was not without its own critical romances. You'll have to go back to Denney to match the sublimity of excitement created by Charlie Griffith and Steve Hanna.

This time last year Batsfist was just a long tall, raw boned novice, looking before half pint crowds. Within less than a year he slugged and slipped his way to the front rank of heavyweight contenders, and established himself as one of the game's outstanding attractions. Flamee rise, while not so thunderous as that of Batsfist was subliminal enough to put his name

and fighting face in the papers hold a dozen times a week.

Track and field stars. George Spitz, the long-legged New York schoolboy, who a few months after his graduation from high school dropped out in Madison Square Garden and equalled the indoor high jump record. Don't be surprised at Spitz, who acquired his perfect style by jumping over a clothes line in the back yard of his home, a new world mark, both out door and indoor, in less than a year. Oh yes, don't let's forget Twink Grand. This young man, scarcely three years old, stepped out there against any and all competition and won torture for himself and his owner.

A GREAT RABBIT HUNTER

Dallas, Tex.: The Texas League has its own legends about the amazing speed of Pepper Martin, hero of the World Series. One of the best is told by Roy Moore, teammate of Pepper on the 1932 Houston club.

Old Pepper goes out on the prairie and scares up a bunch of rabbits. Moore explained, in recounting Martin's prowess as a hunter.

He runs along with these rabbits. He reaches down and feels the side of these rabbits.

If the rabbit is a fat thing, he

lets him go, and takes out after another one; but, if the rabbit is

slim and fat old Pepper picks him

up and puts him in his bag.

—(Continued)—

BOSTON BRAVES PURCHASE
THE GREAT SHIPPER

Boston, Mass.: Arthur, the great first baseman for the Milwaukee club of the American Association, has been purchased by the Boston Braves, the National League club. The purchase price was \$100,000.

—(Continued)—

The letter was—emphatically

"Love" he said "is a great

proposal, a request—the giving of

a daughter's hand in marriage,

a bequest, and marriage itself the

simplest. But what is divorce?"

Voice from the audience: "The

lawyer."

It was a Mettenger who sent his

spate to the rubber to be

aided and heeded.

Heard On The
Street

"It's funny Mabel," he said, as they one stepped in the dance hall, but that chap over there has been following us about all the time. Who is he, and what is he after?"

"That miserable looking half-starved fellow in the spotted tie?" remarked Mabel casually. "Don't worry about him, he's only the fellow who paid for us to come in."

—(Continued)—

Suitor—Sir, I would like to

marry your daughter.

Father—No young man you are

too young—you are scarcely 20 now,

she is 28. Wait ten years, then you

will be 30 and she will still be 28.

—(Continued)—

Father took his small son to the

church. At one stage of the service

the clergyman announced:

"We shall now sing hymn num-

ber two hundred and twenty-two.

Two hundred times ten thousand

two hundred and twenty-two."

The parson led through his

er. "Dad," he whispered, "do we

have to work this out?"

—(Continued)—

Little Betty's birthday was ap-

proaching a fact she was at no

point to conceal from her friends.

"Yes, darling," said Aunt Jane.

"I'm keeping it in mind and will

send you a lovely present."

"Thanks, ever so much, auntie,"

said Betty, "and you will see that

it's not something usual?"

—(Continued)—

A Scotchman had lost his wallet

and had it returned by the police

three days later. He was asked to

examine the contents to see if the

money was all there.

"Aye, the money's there alright,

but, now, you've had it three days

—what about the interest?"

—(Continued)—

"Novels are more and more pas-

sionable, don't they? A novel like

"Three Weeks" was considered

scandalous when it came out, but the

girl of today would consider "Three

Weeks" dull.

—(Continued)—

A class of words were asked to

make out a list of subjects, that

they'd like to write essays on.

One girl began a list with:

My Ideal Man; A Divine Hour;

Moonlight Love; One Hour of

Love; Dearest Love; Life's Hip

shot Hour! Then she broke off.

"I'm not satisfied with this list,"

she said. It seems so darn practical.



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Making Money
In Retailing

In this town are many retailers who could and should have larger business.

The right way to get on in business is to set sales marks for the year—\$5,000, \$10,000, \$20,000, \$50,000—whatever is reasonable and within one's financial ability.

Then the year's objective should be reduced to weekly and monthly amounts, in accordance with the seasonal character of one's business.

Then the next thing to do is to calculate the number of sales transactions needed each week to produce the weekly sales objective. Thus, if one's average sales transaction is 50 cents, and if one's weekly sales objective is \$100; then, clearly, the retailer must have 200 sales transactions every week. This may mean 200 customers.

So the retailer's job is to get into his store 200 customers each week—an average of 34 a day.

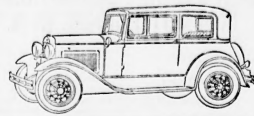
These customers to be secured at the rate of 200 a week require to be (1) invited, publicly and regularly, by advertisements in this newspaper; (2) informed about the seller's merchandise, prices and service—again by advertisements in this newspaper, and (3) so well served by the retailer that they will become "repeaters."

The main thing is customer attraction in required and pre-determined numbers, and this is achieved by interesting and warm blooded advertisements in this newspaper.

Our advertising department stands ready to help retailers prepare customer-attracting ads.

IT PAYS TO BUY ADVERTISED GOODS

The Ford Victoria

A NEW FORD BODY TYPE
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The newest, latest addition to the wide variety of Ford body types is the distinguished Victoria. It marks a new degree of beauty and of value in a low-price car.

The striking lines of the Ford Victoria are especially apparent in the graceful sweep of the straighter, lower top, the slanting windshield and the curving hood back, with the sport wheel set at a conforming angle. There is a suggestion of continental design also in the shape and size of the side windows and the intimate, four-passenger interior arrangement.

The comfortable, deeply cushioned seats are upholstered in luxurious material. Appointments and hardware reflect the manner of a custom-built car.

Another appreciated feature of the new Ford Victoria is a choice of attractive body colors. They complement its fresh new lines and contour and help to give it distinctive place on every highway.

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